



# TECHNICAL UNIVERSITY OF MOMBASA

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SCHOOL OF HUMANITIES AND SOCIAL SCIENCES

DEPARTMENT OF COMMUNICATION STUDIES

**UNIVERSITY EXAMINATION FOR:**  
**BACHELOR OF JOURNALISM AND MASS COMMUNICATION**

**BMC 4302: DESKTOP PUBLISHING AND DESIGN**

**END OF SEMESTER EXAMINATION**

**SERIES: APRIL 2016**

**TIME: 2 HOURS**

**DATE:** Pick Date Select Month Pick Year

## **Instructions to Candidates**

You should have the following for this examination

-Answer Booklet, examination pass and student ID

This is a practical paper. Answer all questions

**Do not write on the question paper.**

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## **SECTION A (Compulsory)**

Question 1

You have been approached by the Chair of Department to make the following promotional materials for the department of media and Graphic Design.

- |                  |        |
|------------------|--------|
| a) Business card | 15 mks |
| b) Brochure      | 20 mks |
| c) Poster        | 15 mks |

Question 2

Design a complete cover page of a magazine of your choice

20 mks

**Please observe the following:**

1. Use the desktop publishing program of Adobe Indesign
2. Make use of color
3. Observe the elements of design
4. Be creative
5. Be original